

NATIONAL ADVISORY COMMITTEE FOR AERONAUTICS.

TECHNICAL MEMORANDUM 74

PUBLICITY BY AIRPLANE

By André Carlier,
(of the Compagnie Aérienne Française).

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By André Carlier.

No one can now foresee the new applications which circumstances may any day bring forth for the utilization of the airplane aside from commercial transportation. We must try to discover them, as the only means of assisting aviation to live. One of the most important branches of aerial activity is publicity by airplane. It may assume various forms and has already been employed with marked success.

In the first place, aerial photography will henceforth constitute one of the resources of every publicity agent for any large company. Why? Because the most natural desire of a chief of industry or a wise manager is to show the world that his factories exist, that they are in perfect order and that they cover a respectable area. Twenty years ago there were artists who specialized in this kind of illustration, with the aid of photography. With great difficulty, by climbing to the top of a chimney, they obtained a more or less successful bird's eye view. Everybody has seen on catalogs these pretty pictures with diminutive people on the ground and delivery wagons larger than the buildings themselves. Though some were well done, most of these pictures were infantile.

We know a celebrated factory on the Marne, the manager of which did not hesitate, at the time of the Chicago exposition, to

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build a wooden tower, 60 meters (nearly 200 feet) high, in order to obtain a single panoramic photograph. At that time there were no airplanes.

Now all the large manufacturing plants have in their files superb aerial photographs taken at an altitude of 500 to 800 meters and showing their establishments from all sides.

These views serve alike for illustrations in catalogs and for letter heads. They can be reduced for making post cards or enlarged for placing in waiting rooms or offices, or for decorating the stands at the next fair or exposition.

These panoramic photographs show in a striking manner the designs of our castles and parks, and will constitute the best advertisements for our architects.

Aerial photographs will serve to advertise estates and building lots and each one can select his lot without visiting it, because the real estate company will have in its office the field itself, with its trees, its meadows, its brooks and rivers and all shown in relation to one another much better than on the estate itself.

They will be of service to engineers in planning factory extensions.

This will be the best way to exhibit in other countries the beauty spots of our own country, either by the use of lantern slides or by a collection of handsome enlargements.

Publicity by aerial photography will not stop here. Magazines and newspapers will resort to it more and more. After the

catastrophe at the Baden Aniline Works, "L'Illustration" immediately requested the "Compagnie Aerienne Francaise" to send one of its operators by airplane to take aerial photographs of the ruins. In 48 hours the airplane departed, the photographs were taken and the negatives delivered to the journal which published the following Saturday, a large double-page picture of the catastrophe.

Airplanes are coming daily into more extensive use, not only for taking aerial photographs but also for the rapid transportation of pictures taken by ground photographers. The "Daily Mail" employs no other means for transporting its photograms and kinetograms.

Another method of advertising by airplane is to drop circulars, either directly or with the aid of parachutes. Experience has demonstrated that all papers falling from the sky are immediately picked up and religiously carried away by the person who is able to get possession of them. In order to add interest to this method of advertising, it is evidently necessary to drop a large number of circulars, for a few thousand do not make much show. On the contrary, when a million or two circulars of all colors are dropped on a city or any large gathering, inside of half an hour, the effect produced is enormous. If, in order to increase this effect, a thousand parachutes, weighted with any kind of advertisement, are dropped, the crowd simply goes wild to get hold of them.

This method of advertising is of interest not only to manufacturers of products of wide consumption, like food and pharma-

centic preparations, etc., but also to large banks for arousing interest in popular loans. The Crédit Lyonnais resorted to this method at the time of the last government loan. Our airplanes, in fact, can come into direct contact with the thrifty man in his provincial city, in his village, and even, if necessary, in the fields and at his plough.

All these methods of publicity can be made still more effective by assembling, in advance, several thousand people at the same place, which is the object of the "Reunion Aérienne." These "aerial gatherings" may last one day or several, or even a week, like the one recently held at Dinard by the D.R.P. (League for the defense and rehabilitation of the country), which was a great success.

An excellent advertisement for an exposition or a fair is the organization of an aerial taxi service between the city and the grounds. The Germans showed a perfect understanding of this fact, when they organized during the last Leipzig fair, an aerial service between that city, Berlin and the other large cities of Germany.

The promoters of the Lyons fair are considering a similar plan for next year.

From what we have seen, we may conclude that the employment of the airplane for advertising purposes is still in its infancy and that, by constant collaboration with other means of publicity, such as the daily papers, bill-boards, etc., results may be obtained, the importance of which it is still difficult to estimate. Translated by the National Advisory Committee for Aeronautics.